

## **Our Personal Data Protection Charter**

The Business & Decision Group cares about respecting your privacy and protecting your personal data.

Therefore, the Business & Decision Group observes applicable European laws on personal data protection, and in particular the General European Regulation on Personal Data Protection No. 2016/679 dated 27 April 2016 (GDPR), as well as all national legal regulations which have been adopted pursuant to it.

The Business & Decision Group is responsible for processing your personal data (PD) in the sense of the above-mentioned legal standards.

The purpose of this Personal Data Protection Charter (the “Charter”) is to inform all individuals and entities concerned about why and how the Business & Decision Group processes your personal data, the safety measures taken in order to ensure data integrity, and the methods available to you for controlling the use of your data and exercising your rights.

### **1. Identity and contact details of the Data Processing Officer**

The BUSINESS & DECISION Group (B & D) including its headquarters, the Business & Decision corporation, a Societe Anonyme [public limited corporation] with a statutory capital of €551,808.25, recorded in the PARIS Trade and Companies Register under No. 384 518 114, with headquarters at 153 rue de Courcelles - 75017 Paris, and all of its current and future subsidiaries in the sense of the provisions of Article L 233-1 of the Commercial Code (hereinafter referred to as B & D), is the publisher of this website.

### **2. When will your personal data be collected?**

B&D may need to collect your personal data as part of:

- Contact requests using the dedicated contact form;
- Content downloads (White Paper);
- Subscriptions to the Newsletter;
- Registration to events organised by B&D or its partners, etc.

Applying the principle of minimal collection of personal data, we will only process information that is relevant, appropriate, and limited to what is necessary for the purposes of their processing.

Depending on the purpose involved, B&D may, in particular, need to collect different categories of personal data: identification data, data about your personal life, your professional life, etc.

B&D may also collect information about you from publicly accessible sources such as social network websites, or informational websites (such as the Yellow Pages, etc.)

### **3. Why and on what basis will your data be collected?**

Your personal data will be collected for definite and legitimate purposes.

Depending on each case, your personal data may, for example, be used for:

- Communicating information about the Group and the services offered;
- Sending communications, white papers, newsletters, etc. ;
- Invitations and registrations to events, including those of partners, etc.;

Your personal data will be processed by B&D in those cases authorised by applicable regulations, based on the following:

#### **a- Contract performance**

e.g.: partnerships, employment contracts, etc.

#### **B- Legal and regulatory compliance**

e.g.: responding to official authorities

#### **c- Serving our legitimate interests**

e.g.: IT safety measures

#### **d- Your consent**

e.g.: application, subscription to a newsletter, registration to an event.

For minors under 18 years of age, such consent must be given or authorised by the holder of parental responsibility. Should the holder of parental responsibility discover that the minor's personal data have been entrusted to B&D, he/she shall be entitled to request their deletion.

### **4. To whom will your personal data be disclosed?**

**Your personal data may be disclosed to the following persons or entities, depending on the purposes involved:**

- All entities of the B&D Group (e.g.: Contact forms; B&D events; Content downloads, etc.) ;
- Service providers and subcontractors (e.g.: registration and participation in events; subscription to the Newsletter; processing of applications by a recruitment agency.) ;

- Business partners (e.g.: registration and participation in events.)

## **5. How will your personal data be kept safe?**

Ensuring the security of your personal data is a priority at B&D Group.

In order to protect the confidentiality and integrity of your personal data, B&D Group has taken the necessary technical and organisational steps to prevent data from being distorted, damaged, or accessed by unauthorised third parties. B&D Group guarantees an appropriate level of security according to the state of knowledge, implementation costs, and the nature, scope, context and purposes of the data processing, as well as the risks involved and the likelihood thereof.

In the event that B&D communicates personal data to a third party, B&D will ensure that such third party certifies that it has and maintains the same level of protection as that applied within B&D Group, and will obtain contractual guarantees so that, in particular, all data are processed for the agreed purposes while ensuring their integrity and confidentiality, and that the required security steps are taken.

However, as a reminder, no security system or measure is infallible, and despite all precautions and measures taken, B&D Group cannot guarantee absolute security for all personal data.

In the event of a verified breach of personal data likely to generate a high risk for the rights and freedoms of the individuals and entities concerned, B&D agrees to communicate such breach to the competent controlling authority, and, wherever required by said regulations, to the individuals and entities concerned.

The recipients of your personal data may be located abroad, including outside of the European Economic Area.

In particular, your data are likely to be transferred to our subsidiary located in Tunisia in order to process your requests.

Any transfer of your data outside the European Economic Area will be made with the appropriate guarantees, including contractual guarantees, in accordance with applicable regulations on personal data protection.

## **6. How long will your personal data be kept?**

B&D Group will keep your personal data for the period of time necessary to achieve the pursued purposes.

This period will vary depending on the purpose of data collection, e.g.:

- Personal data of clients/prospects/partners: 2 years after the last contact with the client/prospect/partner;

- Personal data of website users: **2 years**. At the end of this period, B&D may contact you again to know whether you wish to continue receiving communications about offers, news and events from B&D. In addition, your data will be destroyed within a maximum period of 30 days starting from your request to unsubscribe;

## **7. What are your rights on your personal data?**

You have the following rights on your personal data:

- The right to obtain information about the data we have about you and what type of processing they are subject to, and to obtain a copy of these data in an electronic form;
- Under certain circumstances, the right to withdraw at any time your consent to the processing of your personal data (please note that we are likely to continue processing your personal data if we have a legitimate reason for doing so, or if we are subject to a legal requirement);
- Under certain circumstances, the right to ask us to transfer this information to third parties when it is technically possible (please note that this right will only apply to data which you have provided to us);
- The right to edit or correct your personal data;
- The right to restrict the processing of your personal data in certain cases;
- The right to ask that we delete your data under certain circumstances (please note that legal or regulatory provisions, or legitimate reasons, may require us to continue storing your data);
- The right to ask us to restrict the processing of your data, or to oppose such processing, under certain circumstances (please note that we are likely to continue processing your personal data if we have a legitimate reason for doing so, or if we are subject to a legal requirement);
- The right to set guidelines for the storage, deletion or communication of your personal data which will apply after your death.

## **8. How to exercise your rights**

For any questions about this Charter and/or to exercise your rights such as described above, you may contact B&D, electronically or by post, by sending a letter together with a copy of an identification document to:

[contact@businessdecision.com](mailto:contact@businessdecision.com)

or

Business & Decision  
Legal Department  
153 rue de Courcelles  
75017 PARIS

B&D hereby agrees to respond to you as soon as possible, and in any case within one month from receiving your request.

## **9. Changes to our Personal Data Protection Charter**

B&D may need to make changes to this Charter.

We invite you to check this webpage regularly to make sure you are aware of the latest version update of this Charter.